PUBLIC RELATIONS

A Step-Step Approach For
Northeast CZM Partners Workshop

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TRICOM ASSOCIATES, INC.

What Is PR

Planned Use of Communications

Shapes Opinion/Generates Opinion

Evaluates and Influences Attitudes

Activates Audiences

Two-way Communications

Why Public Relations?

Imaging

Issue Positioning

Legislative Goals

Establish Expertise

Types of Public Relations

PRO-ACTIVE	RE-ACTIVE	IN-ACTIVE
Positive	Defensive	Spectator
Agenda Setting	Negative	Sidelines
Takes Offensive	Responding	Non-player
	Vulnerable (VR)	

PR Operations

Analysis

Goal Setting

Planning

Communications

Feedback

Evaluation

Modification

Analysis

Define Objectives

Target Audience

Research

Identify Resources Both People and Financial

Mission Statements

What are you Selling

Goal Setting

Explicit

Measurable

Achievable

Important to You

Deadline Oriented

Planning

Calendar Year (define musts)

Match Needs

Determine Tools

Prepare Timeline

Define Responsibilities and Costs

Communications

Implementation of Program

Call to Action

Be Prepared to Respond
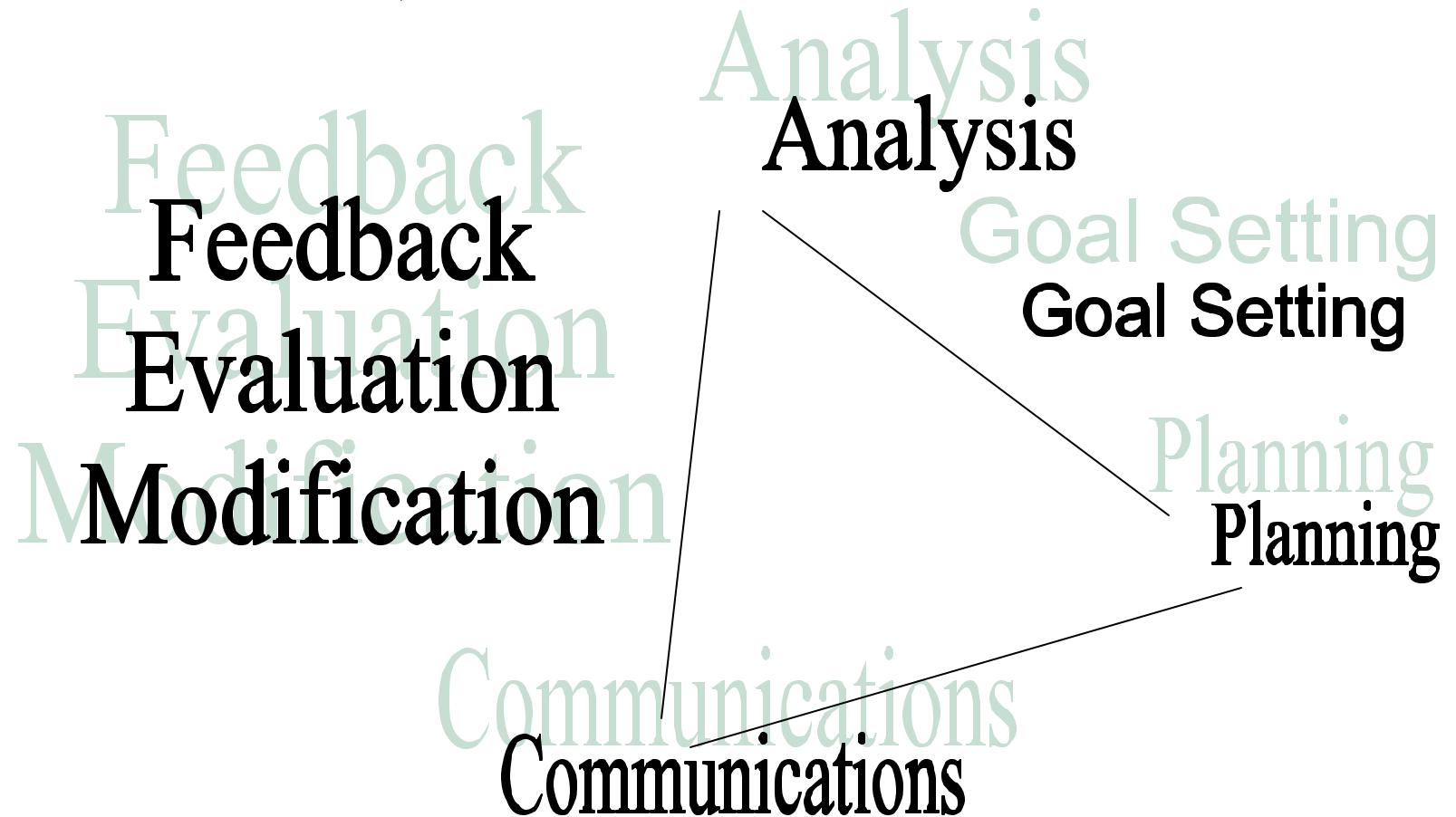
Feedback, Evaluation Modification

Review Responses

Determine if they meet Objectives

Redefine Objects

Redefine Program Elements

PR, A Visual View

Analysis

Feedback

Evaluation

Goal Setting

Modification

Planning

Communications

Making News

Great Opportunity/Free Media Coverage

Develop Databases

newspapers/daily and weekly

TV and radio news

community organizations

elected officials

interest groups

businesses

trade publications

web media

Prepare Press Kits/Materials

Writing Press Releases that Sell

The Lead

Who

What

Where

When

Why

How

Inverted Pyramid

Short Sentences

Other Do's and Don'ts

Feature Stories (humanize)

What is News?

New Services

Special Projects/Events

Appointments, New Offices

Promote a Web Site

Get an Award/Give an Award

React to New Report/Situation

Evergreen Report/Issue Report/White Paper

Give a Presentation/Speaking Engagement

Promoting Legislative Agenda

Pigbacking on National Stories

Special Days/Weeks/Months

Fundraising Event

Keys to Media

Build Relationships

Make Yourself a Valuable News Source

Do All the Leg Work

Work the Phone/Sell your Story

Humanize and Localize

Other PR Tools

- Press conferences
- Op-eds
- Letters to the editor
- Editorial board meetings
- Radio talk show outreach
- Public service announcements
- Advertisements

Supporting Healthy Coasts
& Strong Coastal Communities

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Sep 28, 2005: [Sept. 26, 2005 - In the eye of the storms - USA Today](#)

Jul 7, 2005: [7/1/05 CSO Op-ed by Debra Hernandez in The State Newspaper (SC)](#)
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- [USCOP Final Report Press Release](#) ([File](#))

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Folders

📁 [CSO Virtual Public Relations Department](#)

📁 [1. Introduction: Communicating, it's a win-win proposition](#)

📁 [2. National messages: Coordinating our communications efforts](#)

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